



## Case Study – Facebook Webstore for NetSuite



**Background:** [Blitz Sport](#) is the UK's leading Martial Arts Supplier, including equipment, clothing, weapons, nutrition, fitness and CE Approved products.

Competing, training, instructing and coaching martial arts wasn't enough of an obsession; thus the concept of a store that could provide martial artists with everything they require was born. Blitz Sport grew from a tiny corner shop to supplying to the top names in the industry including Olympic medalists, world champions, gyms, schools, armed forces, and more.

**Issue:** In an effort to boost online sales, Blitz Sport engaged Explore Consulting to enhance their existing NetSuite webstore, [www.blitzsport.com](http://www.blitzsport.com). They also wanted to capitalize on their strong and very active social media presence to showcase products, encourage discussions, and ultimately sell more products to fans of the [Blitz Sport Facebook fan page](#).

AS OF MAY, 2012, THERE ARE **MORE THAN 900 MILLION** ACTIVE FACEBOOK USERS WORLDWIDE POSTING **3.2 BILLION** LIKES AND COMMENTS EVERY DAY.

**Solution:** Explore Consulting worked with Blitz Sport to implement the [Facebook Webstore App for NetSuite](#). This app was built for e-tailers utilizing the NetSuite SuiteCommerce platform, helping them easily, quickly and inexpensively sell more products by

developing a "Store" box on their Facebook fan page showcasing products from their existing NetSuite online store.



The store implemented entirely within Blitz Sport's Facebook fan page uses their existing NetSuite items and checkout process, so there is no need for multiple accounts or catalogs. All Facebook purchases flow into Blitz Sport's existing NetSuite order management system to make the integration as seamless as transactions coming from their NetSuite online store.

### Key features include:

- Leverages NetSuite's Site Builder Add-on
- Rapid development into an existing Facebook fan page as new "Shop" tab
- NetSuite manages all product merchandising, cart, checkout, order processing, fulfillment and customer service
- Open architecture for extensibility
- Multi-currency
- Increased customer service with instant feedback on product comments

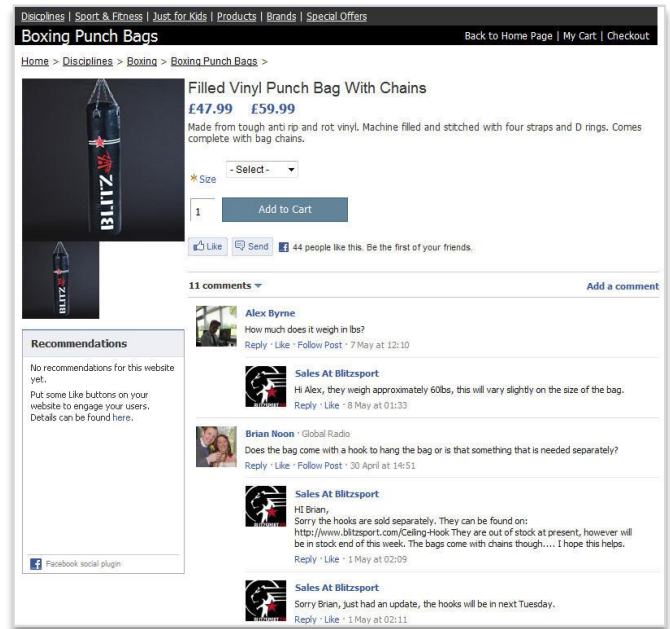
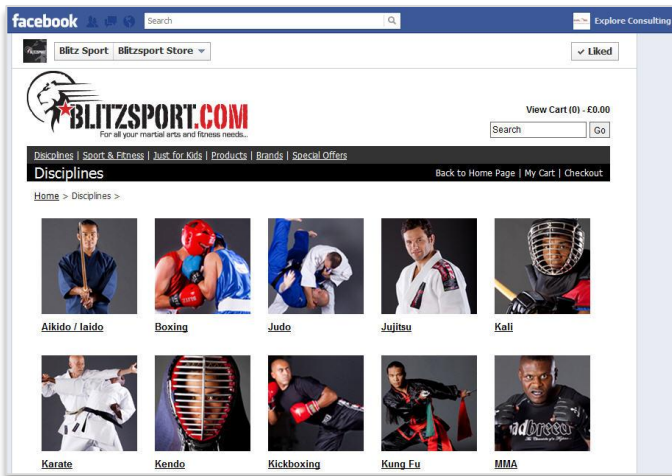
### Links:

[Blitz Sport Facebook Webstore](#)

[Facebook Webstore for NetSuite Overview](#)

**Results:** Blitz Sport now has another valuable tool to market and sell their products through. They can cultivate their Facebook community and allow immediate access to their products with seamless integration into their existing business processes.

Not only can customers purchase products on the Blitz Sport Facebook fan page, but fans can like and comment on recommend products. The solution provides Blitz Sport with an all-in-one social media tool that expands their reach of shopping customers.



## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).